

Appl. No. 10/828,640  
Amdt. Dated February 1, 2006  
Amendment accompanying RCE

### **Amendments to the Claims**

This list of claims will replace all prior versions, and listings, of claims in the application:

#### **Listing of Claims:**

1. (Currently amended) A method of providing directed search for a web site address advertised on an outdoor billboard, the method comprising:

creating a database containing one or more web site identifiers input by an advertiser associated with the advertisement of the web site address on the billboard;

permitting a user to search the database by inputting at least one of the web site identifiers; and

providing to the user a search response including one or more web site addresses advertised on the billboard,

wherein the one or more web site identifiers include at least one member of the group consisting of:

a location where the user ~~may have seen~~ saw the advertisement of the web site address on the billboard;

a time of day or date or dates when the user ~~may have seen~~ saw the advertisement of the web site address on the billboard; and

a product or service associated with the web site address advertised on the billboard.

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2. (Previously presented) The method of claim 1, wherein the search response further includes information related to a web site associated with the web site address advertised on the billboard.

3. (Previously presented) The method of claim 1, wherein the one or more web site identifiers further include at least one member of the group consisting of:

a subject matter of interest associated with the web site address advertised on the billboard; and

the name of a host, celebrity or personality associated with the advertisement of the web site address on the billboard.

4. (Previously presented) The method of claim 1, wherein the location where the user may have seen the advertisement of the web site address on the billboard is defined by one or more members of the group consisting of:

the name of a highway;  
the name of a highway exit;  
the name of a street;  
the name of a city;  
the name of a building; and  
the name of a place of interest.

5. (Previously presented) The method of claim 1, wherein the database is password protected.

6. (Currently amended) A method for creating a directed search database of web sites advertised on an outdoor billboard, comprising:

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providing each of a plurality of information providers access to a secured portion of the database;

providing each information provider one or more identifier categories;

allowing each information provider to store in the secured portion of the database one or more identifiers associated with a web site advertised on the billboard, each identifier corresponding to an identifier category; and

creating a search query with the one or more identifier categories,

wherein the one or more web site identifiers include at least one member of the group consisting of:

a location where the user ~~may have seen~~ saw the advertisement of the web site address on the billboard;

a time of day or date or dates when the user ~~may have seen~~ saw the advertisement of the web site address on the billboard; and

a product or service associated with the web site address advertised on the billboard, and

wherein a user searches the database by inputting at least one identifier in the search query, and a search result including a web site associated with the input identifier is provided when the search query is executed.

7. (Previously presented) The method of claim 6, wherein the secured portion of the database is protected by password.

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8. (Previously presented) The method of claim 6, further comprising allowing each information provider to store in the secured portion of the database non-identifier information relating to the web site.

9. (Previously presented) The method of claim 6, wherein the one or more identifiers further include at least one member of the group consisting of:

a subject matter of interest associated with the web site address advertised on the billboard; and

the name of a host, celebrity or personality associated with the advertisement of the web site address on the billboard.